

ORDER



Orders

Order / Rev: 699760

Alt Order #: 06235178

Product Desc: SHERROD BROWN/SENATE

Estimate:

Flight Dates: 10/02/12 - 10/08/12

Original Date / Rev: 07/16/12 / 08/22/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Shorr, Johnson, Magnus/POL

Buying Contact:

Billing Contact:

1831 Chestnut St. #602

Philadelphia, PA 19103

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Friends of Sherrod Brown

Demographic: A35+

Product Codes: PL-US Senate

Priority: P-3

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	46	\$72,650.00	\$61,752.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	46	\$72,650.00	\$61,752.50	0.00
Totals	46	\$72,650.00	\$61,752.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	18%	\$72,650.00
Market	100%	\$403,611.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	36%	\$145,300.00
WJW	22%	\$88,794.44
WOIO	22%	\$88,794.44
WUAB	2%	\$8,072.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/02/12	10/05/12	M-F 6-7a	CM	6a-7a	- TWTF - -	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
Channel 3 News Today @ 6AM															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -			4			\$1,400.00		0.00			
E 2	WKYC	10/08/12	10/08/12	M-F 6-7a	CM	6a-7a	M- - - - -	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -			1			\$1,400.00		0.00			
E 3	WKYC	10/02/12	10/05/12	M-F 7-9a Today	CM	7a-9a	- TWTF - -	:30	12	\$1,400.00	P-3	0.00	NM	12	\$16,800.00
Today Show															
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 699760
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 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/02/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	12	\$1,400.00	P-3	0.00	NM	12	\$16,800.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF--	12		\$1,400.00		0.00						
E 4	WKYC	10/08/12	10/08/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$1,400.00	P-3	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	3		\$1,400.00		0.00						
E 5	WKYC	10/02/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF--	4		\$1,000.00		0.00						
E 6	WKYC	10/08/12	10/08/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$1,000.00		0.00						
E 7	WKYC	10/02/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF--	4		\$2,400.00		0.00						
E 8	WKYC	10/08/12	10/08/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$2,400.00		0.00						
E 9	WKYC	10/06/12	10/06/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$650.00		0.00						
E 10	WKYC	10/02/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTFSS	:30	6	\$2,400.00	P-3	0.00	NM	6	\$14,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTFSS	6		\$2,400.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
6		NKYC	10/01/12-10/07/12	LN (M-Su)	11P-1135P		- TWThFSaSu	:30	(\$2,400.00)	0.00	NM				
See MG 10.7															
[Prgm Change]															
7		NKYC	10/07/12-10/07/12	Post NFL News	Various		-----Su	:30	\$2,400.00	0.00	NM				
Ⓜ MG for 10.6 10/07															
E 11	WKYC	10/08/12	10/08/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$2,400.00		0.00						
E 12	WKYC	10/02/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF--	4		\$1,200.00		0.00						
E 13	WKYC	10/08/12	10/08/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$1,200.00		0.00						
E 14	WKYC	10/06/12	10/06/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,400.00		0.00						
E 15	WKYC	10/07/12	10/07/12		CM	8a-9a	-----S	:30	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00

